

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

December 15, 2009
MAG Office, Saguaro Room
302 North 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

George Pettit, Gilbert, Chairman
*Bryant Powell, Apache Junction
Eric Morgan, Avondale
A-Brian Rose, Buckeye
A-DJ Stapley, Carefree
*Usama Abujbarah, Cave Creek
Jason Crampton, Chandler
*Mark Smith, El Mirage
A-Ken Valverde for Eugene Slechta, Fountain Hills
*Terry Yergan, Gila River Indian Community
Thomas Ritz, Glendale
A-Katie Wilken, Goodyear
*Gino Turrubiarres, Guadalupe
*Rick Buss, Town of Gila Bend
A-Sonny Culbreth, Litchfield Park

John Verdugo for Matt Holm, Maricopa County
Wahid Alam, Mesa
A-Molly Hood, Paradise Valley
A-Ed Boik, Peoria
Chris DePerro for Debra Stark, Phoenix
Dave Williams, Queen Creek
*Bryan Meyers,
Salt River Pima-Maricopa Indian Community
A-Eddie Lamperez, Scottsdale
A-Arlene Palisoc for Lisa Collins, Tempe
*Anne McCracken, Valley Metro
*Lloyce Robinson, Youngtown

* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Rita Walton, MAG
Jason Howard, MAG
A-Abigail Ikner, Census Bureau
A-Linda Kurb, Census Bureau

Peter Burnett, MAG
Heidi Pahl Bickart, MAG
Tammy Perkins, Phoenix
Max Enterline, Phoenix
Jessica Blazina, Glendale
David Neal, Surprise

1. Call to Order

The meeting was called to order at 10:03 a.m. by Chairman George Pettit.

2. Call to the Audience

No comments were made by the audience.

3. Approval of the Meeting Minutes of November 10, 2009

Dave Williams moved, DJ Stapley seconded and it was unanimously recommended to approve the meeting minutes of November 10, 2009.

4a. Phoenix Complete Count Committee (CCC)

The City of Phoenix CCC and five subcommittees: Media, Business, Minority Outreach, Community & Schools, and Communities of Faith have over 160 community leaders involved. CCC Leadership Team meets regularly to coordinate subcommittee efforts. Gene D'Adamo and Paul Lopez are the co-chairs. The subcommittees are working to complete action plans by the end of 2009.

Ms. Perkins said that the Business Subcommittee, co-chaired by Gonzolo de la Melena and Joanna D'Shay, held their initial meeting on April 15, 2009 and their next meeting will be December 16, 2009. She said they approved a final draft of the business case for corporate support of census awareness activities. She noted that solicitation letters were mailed December 4, 2009. She said their action plan focus will be on involvement of small businesses in Phoenix hard-to-count neighborhoods.

Tammy Perkins stated the Communities of Faith, co-chairs Rev. Bob Hake and Rev. Eve Nuñez, held their initial meeting on March 26, 2009 and their next meeting will be January 12, 2010. She said they had a successful Partnership Support Program application for banners for 60 churches in Phoenix hard-to-count neighborhoods. She noted that their action plan focus will be on involvement of all denominations in census awareness activities. She remarked that the first email blast is scheduled for January 4, 2010.

Ms. Perkins reported the Community & Schools Subcommittee, co-chairs Molly Kemp and Dr. Jim Rice, held their initial meeting on March 24, 2009 and their next meeting will be December 15, 2009. She said they are working to support the Census Bureau's National Census in Schools roll-out on January 15, 2010 at 10am. She said it will be a media event in the Maryvale area. She noted that Mayor Phil Gordon, Cathy Lacy and others will be in attendance. She noted that the Committee's action plan focus will be on integrating census awareness messages into existing school and neighborhood communications. She said there are over 100,000 students in hard to count areas in Phoenix. Ms. Perkins announced that Kathy Beebe is under contract to Census Bureau for Phoenix hard to count student and school outreach.

Tammy Perkins said the Media Subcommittee, co-chairs Maria Barquin and Art Brooks, held their initial meeting on March 4, 2009 and their next meeting will be January 6, 2010. She said they are exploring opportunities for census social media campaigns, such as Facebook, MySpace and Twitter. She said the universal English and Spanish brochures are completed and the text of Spanish brochures aimed at the immigrant community. She said brochures have been distributed at holiday events throughout the community.

Ms. Perkins stated the Minority Outreach Subcommittee, co-chairs Mel Hannah and Janey Pearl, held their initial meeting held on March 11, 2009 and will hold their next meeting on January 7, 2010. She mentioned they completed a Tagalog language flyer for the Filipino community. She said the action plan focus will be on leveraging agency credibility in support of census messages. She noted the intent is to reach Phoenix community based organizations via allies program.

4b. "Count to '10" Census Outreach Group

Kelly Taft said the MAG Count to '10 Census Outreach Group continues to work on coordinating regional communication efforts.

Ms. Taft said that the staff with Census outreach responsibility at the member agencies are about to enter a very busy phase for the Census, as it is now four months away from Census Day. She reported that at the December Count to '10 meeting, an update was received from the regional partnership specialist, Al Macias, who noted that the process is now closed for submitting Partner Support Program requests. She said most requests have been processed with just a few remaining. She reported that MAG submitted a request for printing services for the printing of 50,000 trifold brochures targeted to the immigrant community. She announced that MAG received tentative approval from the Bureau on that request. MAG is also waiting for approval from Harkins Theatres on a cinema slide MAG produced.

Kelly Taft said that the Census Bureau now has 5 local census offices including Mesa, Scottsdale Phoenix, Central Phoenix, Northwest Phoenix and Peoria. She said a main focus for the Census Bureau currently is identifying locations for Questionnaire Assistance Centers (QACs). The QACs will be sited primarily in hard-to-count areas and will provide a location to assist persons needing help in completing the 2010 Census questionnaire. It is anticipated that there will be 68 QACs under the umbrella of the Mesa office, 91 under the downtown Phoenix office umbrella, 43 in northwest Phoenix, and 91 in Peoria, which covers southwestern Maricopa County.

Ms. Taft said the Bureau is mapping the locations they feel will be most beneficial. While most sites will be located within hard to count areas, some may be in locations like Metrocenter that draw from a wider area and are convenient locations for drawing large numbers. MAG has offered to post a list of the QAC locations on the MAG website once they are finalized.

Kelly Taft informed that the Regional Partnership Specialist, Al Macias, also announced that regional staff will make every attempt to have personnel available for any special events a jurisdiction might have. Census staff can also provide presentations to small or large group meetings – as can MAG.

Kelly Taft distributed a MAG tracking form summarizing some of the outreach efforts in many of the communities. She said all of the member agencies recognize the importance of getting residents to turn in their forms as soon as they are mailed.

Kelly Taft said MAG has been fielding quite a few questions regarding jobs. In terms of job recruiting, Vangent has or is about to close full time positions but will be opening up additional part time positions.

Kelly Taft said another issue MAG is working on is a social media policy to be able to generate some census messages through Twitter to reach younger audiences and college students. She mentioned that the City of Phoenix Media Subcommittee is also developing a social media strategy for the census.

Ms. Taft reminded that the census forms will be mailed the second week of March. There will also be an advanced letter sent about the notifying residents to be on the lookout for the form, as well as a postcard reminder. By the last week in March, the questionnaires should have arrived so most residents should have received them by Census Day. She said the local media buy purchases will focus on five-week period leading up to the census.

Kelly Taft said the Count to '10 Group also discussed the importance of encouraging people to fill out the form as soon as they get it. With communities that have a lot of winter visitors this is especially important as they are more likely to include their current address as their permanent residence. There are no penalties for filling out the form early.

Kelly Taft said they discussed approaching the Cactus League to see if a coordinated Census Day event could be held at Spring Training locations. She noted that they discussed the possibility of having the Census Road Tour Vehicle available at the Fiesta Bowl.

4c. Phoenix Local Census Office Operations

Heidi Pahl Bickart provided a brief update on the operations and activities of the Local Census Offices (LCOs). She said that the Local Census Office Managers could not be in attendance today due to a nation-wide Census Bureau technology test. Heidi Pahl Bickart said that the next phase of the Census will be the Group Quarters Advance Visit (GQAV) and then the Group Quarters Enumeration (GQE). She said the Early Local Census Office (ELCO) is currently beginning the internal assignment preparation, selection and training so that when the Operations Control System becomes available for GQV in mid-January the assignment preparation at the LCO can begin. She said this includes the printing of the advance Visit Interview Records, assembling the Assignment Area Binders and checking them out to the field. Heidi Pahl Bickart also noted that in January the Group Quarters advance Crew Leaders are selected, trained and given their assignments at the end of the training.

Heidi Pahl Bickart announced that preparation for the GQE operation which include the Service-based Enumeration (SBE) and military enumeration, begins the final weeks of the GQAV operation at the end of February 2010. She said this includes printing and assembling assignment materials. She explained that during March 2010, enumerators are selected, trained and give their SBE assignments.

She reported that these are the "updates" from the LCO managers at this time.

4d. 2010 Boundary and Annexation Survey

Jason Howard informed that the Census Bureau has distributed its 2010 Boundary and Annexation Survey (BAS) to contacts of local jurisdictions for review and update. He explained that the BAS information is used when reporting the results of decennial and economic censuses and to support the American Community Survey and the Census Bureau Population Estimates Program. He reported that maintaining correct boundaries through the BAS helps ensure that the appropriate population is assigned to each entity.

He announced that to request a change from paper BAS to digital BAS please contact 1-800-972-5651 or geo.bas@census.gov before Jan 15, 2010.

He reminded that responses to the 2010 BAS are due to the Census Bureau by March 1, 2009.

Jason Howard announced that MAG will be holding a 2010 BAS Workshop January 7, 2010 at 10 a.m. in the MAG Ocotillo room.

DJ Stapley asked if they discovered a small adjustment that needs to be made to their BAS do they need to coordinate with the neighboring jurisdiction to make the boundary adjustment. George

Pettit said that historically MAG has been the coordinating agency for BAS. Jason Howard said that he is the MAG contact person for BAS and that he and his staff would be happy to coordinate any boundary issues for any MAG jurisdiction.

4e. Local Update of Census Addresses (LUCA) Feedback

Rita Walton said the LUCA feedback was a gargantuan effort by all member agencies to return the address lists by the deadlines set by the Bureau. Ms. Walton said the Census Bureau granted a 15 calendar day extension to all agencies working on the LUCA feedback. She said that New Construction Program (NCP) has overlapped with LUCA feedback. She said every agency participated and submitted LUCA feedback materials. Rita Walton said that rough conservative calculations show that the MAG member agencies have saved at least 20 million dollars per year for the region. Jason Crampton and Chris DePerro thanked Rita Walton and Information Services staff for their assistance with LUCA feedback. Mr. Crampton said in Chandler there were whole street sections in older neighborhoods that were thrown out of the address list. Chris DePerro said Phoenix had 5,859 addresses appealed. Rita Walton said it was a huge dollar value and huge number of houses that were found. Heidi Pahl Bickart asked Abigail Ikner, Geographic Specialist from the Denver Regional Census Center, to provide an explanation of why whole street sections in established neighborhoods were deleted from the Master Address File (MAF). Abigail Ikner replied that some of the issues that were identified include incorrect geocoding, and a lot of duplicate deletes, but she does not know the answer for the additional deleted records. Abigail Ikner said that she appreciates all the effort put forth by the jurisdictions in Maricopa County. George Pettit thanked the Census Bureau for their support during the LUCA process.

Heidi Pahl Bickart noted that there will be a LUCA appeal feedback report sent to the LUCA liaisons some time after Census Day. She said the report will list the total number of addresses, number of addresses accepted, and number of addresses rejected by the Census Bureau for your jurisdiction. It will show the total number of Adds, number of Adds accepted, and number of Adds rejected. It will show the total number of Changes, number of Changes accepted, and number of Changes rejected. Ms. Pahl Bickart said the feedback report will also include a list of rejected addresses and a code identifying why these addresses were rejected.

4f. New Construction Program

Heidi Pahl Bickart and Peter Burnett gave a PowerPoint presentation on the Census 2010 New Construction Program (NCP). Heidi Pahl Bickart explained that NCP ensures that the Census address list is as complete and accurate as possible by providing an opportunity for tribal and local governments to submit the addresses of housing units built after the address canvassing operation is complete and prior to Census Day (March 2009 – April 1st 2010). She said the NCP is a jurisdiction's final chance to submit new city-style housing unit addresses for which construction on new residential units began during or after March 2009 and are expected to be closed to the elements by Census Day. Closed to the elements means they need to have a final roof, windows, and doors by April 1st of next year. She said all MAG jurisdictions have been sent their NCP materials from the US Census Bureau. She notified that member agencies have 45 calendar days from receipt of materials to submit changes to the Bureau NCP address list.

Heidi Pahl Bickart said the NCP is offered by the Census Bureau to all local and tribal governments that have census blocks in which the 2010 Census questionnaires are delivered by the Postal Service. She reported that city-style addresses have a house number and street name.

Heidi Pahl Bickart said that non-city style addresses do not have a complete house number and street name. She stated that for these areas, the Census staff will hand deliver questionnaires to the housing units in each census block, update the Census address list where newly built units are missing from the list, and deliver a questionnaire to each new address. She reported that Census staff may enumerate the NCP households at the time they deliver the questionnaire.

Heidi Pahl Bickart said that in the NCP, only additions of new housing unit addresses will be accepted. NCP does not allow for address deletions or corrections or boundary changes to maps. Boundary changes are done via the BAS.

Jason Crampton asked if units that were not on the LUCA list should be added to the NCP list. Abigail Ikner replied no, that the Census Bureau has a procedure in place for each Census program and jurisdictions are to follow the rules of NCP. Ms. Ikner said that the member agencies may contact the Denver Census staff with questions at 720.475.3600.

Heidi Pahl Bickart explained the participant responsibilities with NCP, the materials that would be received, the Census Bureau's definition of an acceptable and unacceptable housing unit and what the Census Bureau will do with the NCP addresses.

Peter Burnett explained the technical side of NCP. He reminded that during the NCP, MAG is requesting that all residential completion data be sent to MAG monthly. He thanked member agencies for sending unit numbers for multi-family units.

Jason Crampton said that MAG can provide assistance with single family permits issued until December. Is that the cutoff you are recommending. Peter Burnett said MAG has done some lag analysis and found that it takes about 4-5 months for a permit to be completed. He said he would work with each jurisdiction on providing permits and completions. He also reminded that the POPTAC members could work directly with their residential completions contacts on the NCP address lists.

Jason Crampton asked if an address is found on the LUCA MAF, does it need to be submitted as part of the NCP address list. Abigail Ikner replied that it does not need to be added to NCP if it is already on the LUCA detailed feedback address list. She said the Census Bureau will check for duplicates.

George Pettit asked if submitting a vacant structure as part of a jurisdictions NCP address list can decrease that jurisdiction's total population count. Rita Walton replied that it would not exactly decrease the jurisdiction's population count for Census Day but it may increase the vacancy rate as the base and that may impact further estimates moving forward. Ms. Walton said hopefully that has no bearing on population on Census Day. She said the estimate process is under review at the State level. Peter Burnett asked if a house that is not habitable will receive a Census questionnaire. Rita Walton said if a house has a roof, windows, and doors it will be counted as a housing unit, even if no one is living in it.

4g. Timeline

Heidi Pahl Bickart said MAG staff is monitoring and working with the Census Bureau to ensure MAG member agencies are aware of and meet any deadlines in order to obtain an accurate and complete count. She referred members to Attachment One for a draft Census 2010 timeline.

5. Vice Chair Term Appointments

Heidi Pahl Bickart said that at the November 23, 2009 MAG Executive Committee meeting, the Committee voted to keep the current MAG POPTAC chair through the 2010 Census and approved Debra Stark, City of Phoenix Planning Director, as Vice Chair. She thanked POPTAC members for submitting letters of interest for the Vice Chair position.

6. Regional Updates

Dave Williams announced that Queen Creek is experiencing some development activity. He said the builders are starting up again with 4 new model home complexes.

7. Next Meeting of MAG POPTAC

George Pettit said the next meeting of the MAG POPTAC is scheduled for Tuesday, January 26, 2010 at 10:00 a.m. He referred members to Attachment Two for a Calendar Year 2010 MAG POPTAC meeting schedule. Mr. Pettit said this has been a challenging year and he said he appreciates everyone's efforts to attend the POPTAC meetings. The meeting adjourned at 10:52 a.m.